

Email and Social Media Examples for your Fundraising Page

Getting Started:

To kick off your fundraising efforts, start by asking your closest friends first, maybe even a phone call will do! Then after a few days, email your entire circle of friends. Feel free to follow up if you need to and use this email template for an idea on what to say.

Hi Friends,

*As many of you know, I am involved in Twin Cities Habitat for Humanity by volunteering and attending their events (**mention some of your volunteer or other experiences**). Habitat has a special place in my heart, because I believe in creating housing for all Twin Cities families. Each year, Habitat helps 50-55 families purchase a home and repairs the homes of 125 more. They are transforming the landscape of our neighborhoods by creating safe and affordable homes for hard-working families.*

*This year, for [insert occasion], I am asking for my friends and family to make a gift to Habitat. Please consider making a donation on my personal fundraising page to help reach my goal of [insert \$ amount here]! You can find my page here **[copy and paste your fundraising page url]**.*

Thank you so much for joining me in making sure children can grow up in stable homes and families can become financially independent. I appreciate your support!

Thank you,

A few more tips:



Personal Messages:

When asking your close friends and family, tailor your message to them personally! A shorter or longer message may work better.



Follow up:

Reach out to any friends who haven't responded or made a donation, *sometimes we just need a reminder!* Once you begin to get donations keep your contacts updated on your progress and don't forget a heart-felt thank you note.



Sharing on Social Media

Use any of your personal social media networks and you can increase your success by 40%! Tag friends and ask them to share your posts, and be sure to publish "non-ask" updates, like Habitat statistics or family stories from our blog.



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Sample Posts:

Birthday: My [age year, e.g., 30th] birthday is coming and I'd love for you to join me in supporting Twin Cities Habitat for Humanity with a donation to create safe homes for kids! Check out my page to see why I think housing for all families is key to their children's success. Please make a donation of \$[birthday age year, e.g., \$30] to change the landscape of Twin Cities neighborhoods. [Insert your link]

General fundraising: I'm raising money to build homes in the Twin Cities for hard-working families. Help me raise \$500 for Habitat for Humanity by making a donation on my page [Insert your link] to help support my build day (or other occasion)!

Don't Forget: Share progress updates or non "asks" posts about the work of Habitat for Humanity from our blog via email or social media updates!